

“...a self proclaimed word nerd with 12 years experience as an
Editor & Chief, web copywriter, and content strategist”

Experience

TIG Global Chevy Chase, Md.

Freelance Web Copywriter September 2009—present

- Write polished, optimized copy for Hyatt hotels, one of the nation's leading hospitality chains and TIG Global's largest client.
- Create engaging web content to provide site users with a complete picture of the services and amenities each resort offers, while incorporating some 100 keywords to ensure the highest search returns and site traffic possible.
- Complete site maps of 20+ pages, while adhering to an intricate style guide and meeting tight client deadlines.

SourceMedia Inc. Washington, D.C.

Editor in Chief, Employee Benefit News December 2006—present

- Provide editorial direction, manage day-to-day operations and assume final production approval for Employee Benefit News (EBN), a b-to-b publication in its 22nd year in print, published 15 times per year and received by 70,000 subscribers.
- Provide editorial direction and oversight for EBN's online initiatives at BenefitNews.com, which include a monthly podcast series (with an RSS circulation of 2,500+), and assume full content responsibility for EBN's blog, Facebook page and two Twitter feeds.
- Coordinate marketing efforts with sales and promotions staff to maintain and improve annual revenues of \$7 million, and engage current and new audiences.
- Manage staff of 15 – Managing Editor, two Senior Editors, two Associate Editors, eight Contributing Editors, Production Manager and Art Director.
- Assign some 30 stories and edit approximately 30,000 words of copy for each issue, adhering to AP style and maintaining high editorial quality.
- Enforce deadlines, approve layout/design and copy changes, and oversee all levels of reporting and production processes.
- Manage relationships with contributors and freelance writers.
- Organize and oversee EBN's annual awards program honoring excellence in the HR/benefits field.
- Lead programming for EBN's annual conference, Benefits Forum & Expo, which draws more than 2,000 attendees.

SourceMedia Inc. Washington, D.C.

Managing Editor, Employee Benefit News April 2005—December 2006

- Assumed full production responsibilities for EBN, assisting Art Director in selecting art and devising layout concepts, and preparing final pages for Editor approval.
- Coordinated with Production Manager to create editorial roadmap for each issue.
- Copyedited EBN InBrief, a twice-weekly e-newsletter, distributed to 60,000 subscribers.
- Wrote four to six stories for EBN per issue.

America's Promise Alexandria, Va.

Editor March 2004—March 2005

- Served as Managing Editor for the America's Promise Bulletin, a weekly e-newsletter distributed to 8,000 subscribers, assuming all reporting, writing and publishing duties.
- Served as Editor for The Promise Letter, a quarterly magazine distributed to 42,000 subscribers.
- Assisted Media Relations Director in writing press releases, ghostwriting opinion pieces for placement in large and mid-sized news markets and conducting media outreach.
- Ghostwrote and placed op-ed in the Boston Herald, reaching more than 450,000 readers.

Thomson Media Washington, D.C.

Associate Editor January 2001—March 2004

- Served as Editor for e-newsletter, BenefitNews Connect (now EBN InBrief)
- Wrote an average six stories for EBN per issue
- Finalist, 2004 Neal Awards, sponsored by the American Business Media.
- Honorable Mention, 2003 Best of the Web Awards, sponsored by min.

Education

James Madison University, Bachelor of Arts, Media Arts and Design

May 1999

Skills

- HTML coding, content management and website maintenance
- Adobe InDesign, Adobe InCopy and Quark Xpress
- Podcast editing programs, including WavePad and Garage Band
- Blog maintenance platforms, including Blogspot and WordPress
- Web 2.0/social media platforms, including LinkedIn, Facebook and Twitter
- Microsoft Office Suite, including Word, Excel and PowerPoint
- Exceptional writing, editing and reporting skills
- Thorough publication design and production experience
- Strong skills in writing exclusively for the Web Adept research ability
- Thorough knowledge of AP and Chicago styles
- Proficient organizational and multi-tasking skills
- Commitment to meeting deadlines
- Strong managerial, interpersonal and communications skills

